

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution

DATE: April 17, 1991

FROM: E. Egan/A. Goldfarb *EE*

SUBJECT: Bucks Media Offer -- June/July

In July, Bucks will deliver a media offer via male magazines and PM Magazine. Consumers will be offered an "Almighty Buck" T-Shirt for 3 pack UPC's and \$1.00 shipping and handling. The objective of this promotion is to reinforce Bucks positioning, encourage purchase continuity and conversion, and liquidate 500,000 T-Shirts produced for a June retail promotion (cancelled due to PPP constraints).

PROGRAM DETAILS

Male Magazines

Circulation: 24 million
Redemption: 1%, or 250,000 incentives
P.O. Box: A separate P.O. Box will be assigned for each magazine (27 books) for analysis purposes (see attached)
Issue: August (Newsstand July)
BRE Expiration: 8-31-91

PM Magazine

Circulation: 10 million
Redemption: 2.5%, or 250,000 incentives
P.O. Box: See attached
Issue: July 1, 1991
BRE Expiration: 8-31-91

Total Circ: 34 million
Total Redemption: 500,000 incentives

PROMOTIONAL OFFER

Offer: Free T-Shirt with 3-pack UPC's plus \$1.00 shipping/handling

Delivery: Page Ad
Reply Envelope (except PM Magazine)

2040403024

Distribution

-2-

April 17, 1991

Estimated Media Costs:

Page Space	685.3
Insert Space	421.2
Bind-in (male mags.)	84.0
Insert Production	<u>500.0</u>
	1,690.5m

Fulfillment Cost

500,000 @ \$2.50	1,250m
Less retrieved (\$1.00)	<u>(500m)</u>
Total fulfillment cost	\$ 750m

TOTAL PLACEMENT COST: \$2,440m

ee175:cfn

2040403025